

Annual Performance Report
PY 2011 Workforce Information Grant
Delaware Department of Labor
Office of Occupational and Labor Market Information

A. Accomplishments – Required Core Deliverables

1. Continue to populate the Workforce Information Database with State and Local Data.

Core tables continued to be maintained and updated using the WebSARAS LMI delivery system. The data are then linked to the Delaware Department of Labor's website through a stand-alone system known as ELMER, which is used extensively by Delaware's Economic Development Office, among others.

Along with the ELMER delivery system, we also make data available through a variety of other avenues, in order to increase usage. Data users can view graphs and tables, and download multiple data series through several access points on our website.

As the state of North Carolina, which hosts WebSARAS, has informed us that it intends to cease hosting the system, we have been working on developing a platform ourselves. This will be part of a complete revamping of our electronic delivery of information, which will include a reconstitution of the Delaware Career Resource Network, intended to serve as a central resource for educators, counselors, and other people involved in career development.

Data are updated on a regular monthly, quarterly, or annual schedule, depending on the type of data. All updates have been made in a timely fashion. The new system is in the planning stages. Approval is required from other state agencies for any technology change such as this will require. The standards required for approval have also been subject to change, as the approving authorities react to a constantly changing technological environment. Expense estimates are at this point nebulous; we are allocating \$30,000 for full implementation.

2. Produce and disseminate industry and occupational employment projections.

Short-term industry and occupation projections for the period 2011 to 2013 were produced and made publicly available at the end of June 2012. Statewide long-term projections for the period 2010-2020 were also generated. These were made available to researchers in May 2012, posted on our website in June, and a hardcopy publication was printed and disseminated in July. Printing costs were \$2,128.28. The development of the estimates took an estimated \$20,000 in staff time. The projections were used to develop lists of the occupations with the greatest number of expected openings by required education and training in order to assist the Delaware Workforce Investment Board in focusing its training funds on occupations and industries where jobs are expected to be most available. They were also incorporated into our student career guide, the *Delaware Career Compass*. The projections continue to be used by the Delaware Department of Labor's Divisions of Employment and

Training and Vocational Rehabilitation to assist jobseekers. They are used by school districts to develop and focus career pathways. We have held workshops with various education and vocational education groups to illustrate the use of the projections and to gather feedback on their needs and how we can better meet them.

3. Publish an annual economic analysis report for the governor and the Workforce Investment Board.

The 2011 Delaware Annual Economic Report was submitted to state policymakers and posted on the OOLMI website for public use. The report contained elements of the economic analysis that was developed for use in the Governor's five year plan for WIA activities. Besides a detailed overview of all major industry sectors and subsectors in the state, the report included analysis of labor market experience for those with disabilities by type of disability, an analysis of the labor market experiences of people in various demographic groups, and a unique analysis of the skills in demand in the state.

The Governor's five year plan was scheduled for delivery in July 2012, and it was submitted on time. The Annual Report was posted on our website shortly after, at the beginning of August. This deliverable is difficult to complete by the end of June even in most years, when no plan is due. This is because it is based on the QCEW payroll data, which only become available in May each year for the complete previous year, leaving very little time for analysis. The estimated expenditure in staff time to complete the Annual Report is \$15,000.

4. Post products, information, and reports on the internet.

OOLMI continues to post a variety of data, reports, and analysis on our website. We have arranged data, publications, and links that are most likely to be of interest to different groups: jobseekers, businesses, researchers, and students and educators accessible in a single click for each to make it easier for our users to find information pertinent to them.

In a continuing effort to improve electronic delivery and remain near the crest of technological change, we have incorporated Facebook as a way to communicate with our users. We will be completely revamping our main website in the coming year to make it more interactive and less reliant on pre-packaged reports and datasets. As mentioned in item 1. above, we are developing the Delaware Career Resource Network to link people involved in career counseling with the latest labor market data and analysis.

We also continue to promote the Career Heroes cards and activity book as a way to introduce elementary-aged children to occupational information. Beyond simply posting them on our website, we are actively working with public and private schools, along with community organizations to reach as many children as possible. They have received an enthusiastic response. Printing costs were \$9,041.24. Staff time is estimated at \$15,000.

The *Delaware Career Compass* was once again published and distributed to the state's public and private middle and high schools. Now in its 20th edition, this guide to career exploration and labor market information has become a staple in the education community. It has been continually revised and improved by working with an advisory council of educators and counselors. The Delaware Higher Education Office, the Delaware Department of Health and Social Services, the Delaware Economic Development Office, Tech Prep, the Delaware Department of Education, and the Delaware Department of Labor's Divisions of Vocational Rehabilitation and Employment and Training all contribute content or advice. There were 50,000 copies printed, at a cost of \$26,392. It is also available for download on our website. Staff time in its development is estimated at \$30,000. The Delaware Advisory Council on Career and Technical Education is consulted regularly as the new edition of the *Career Compass* is developed. They also contribute \$10,000 to help defray printing and distribution costs. The *Compass* is distributed at the beginning of each school year. Additional copies are provided at workshops and by request throughout the year.

5. Partner and consult on a continuing basis with the Workforce Investment Board and key talent development partners and stakeholders.

OOLMI maintains regular contact with the Delaware Workforce Investment Board (DWIB) staff and assists them in guiding training funds to areas where jobseekers and businesses are most likely to benefit. OOLMI also assists them in providing information, analysis, and expertise. We assisted in expanding their network of decentralized facilities where individuals can access job and labor market information. OOLMI also produced a detailed economic analysis as part of the Governor's five year plan.

In addition to continuing its support of the DWIB, OOLMI has continued its work with the Wilmington Job Corps. We will continue to support their work by providing analysis of the labor market and attending their Micro Industry Council meetings. The Jobs Corps has come to rely on OOLMI's guidance to direct their job training resources.

OOLMI also works closely with the state Economic Development Office and the University of Delaware's Center for Applied Demography and Survey Research, as well as the Delaware Technical and Community College system.

6. Conduct special studies and economic analyses.

OOLMI regularly provides comment and analysis to local newspapers, magazines, radio, and occasionally, television stations. OOLMI also regularly provides analysis for other governmental entities, such as the Governor's Office, the state Economic Development Office, the City of Wilmington, county economic development offices, the Department of Finance, the Department of Health and Social Services, the Department of Transportation, and other divisions within the Department of Labor. OOLMI has assisted the Wilmington Job Corps in changing their program offerings through analysis of local occupational employment trends.

OOLMI is in regular contact with the state Chamber of Commerce, as well as numerous private employers, schools, institutions, and citizens, providing data, analysis, and projections.

B. Strategy for Customer Consultation and Assessment of Customer Satisfaction.

OOLMI provides contact information for customer feedback prominently on all publications and on its website. OOLMI does receive, and act on, informal comments from groups we work with. We have also begun to use Facebook to solicit feedback. Our number of friends continues to slowly expand.

The LMI Chief participated on an advisory group set up by the New Castle County Vocational Education School District to help develop a mechanism for evaluating the real world effectiveness of their programs. The four high schools in the district use OOLMI's data and projections extensively. They provided feedback on their needs, while we explained the potential uses and limitations of the data. We maintain regular contact and have assisted in developing new educational programs for them.

We have also participated in multiple workshops in the use of labor market information and projections for counselors and educators in all three of the state's counties. We have presented at the Delaware Technical and Community College, Owens Campus, as part of the Upward Bound program. In all of these cases, while we help these groups to better understand our products and services, they help us to understand their needs and desires. We use this feedback in an ongoing process of evaluation of our products and services and improvement to them.

C. Recommendations for Improvement or Changes to the Deliverables.

The only recommendation we have is to consider pushing back the due date for the Annual Report by several months. Crucial data required for a thorough assessment of the previous year do not become available until May. When combined with other deliverables that also cannot be completed until June, the result is a rush to complete multiple projects at the same. We feel that spreading deliverables out more would enable us to make more efficient use of our time.